

Cassian Iordache

Multidisciplinary Design
& Brand Strategy



I started working in the design industry when I was very young and found that my passion for human behavior, strategic thinking, and concept exploration formed a perfect blend in this craft.

I have an Art & Architecture background, and I'm an INTP at heart. I am highly self-driven and enjoy nothing more than finding the intersection of form, function, and meaning, to drive business growth.

In my spare time, I'm interested in reading, art, gaming, amateur physics, psychology and astronomy.

Work

Fiverr 2018 - 2024

Brand Strategist & Visual Designer for Digital Creators

Developed comprehensive brand strategies for streamers, integrating logo design and bespoke visual assets to create cohesive and professional brand identities.

Completed over 2070 projects with more than 1627 unique clients from 52 countries.

Achieved Top Rated Seller status for four consecutive years, earning the 'Fiverr's Choice' badge due to consistent high-quality work and client satisfaction.

Permanently featured in Fiverr's Favorite section of the Twitch Store, maintaining a top search position in 'Graphics for Streamers' over 80% of the time among 9200+ results.

Over six years, received 1657 reviews with 1625 rated 5★, 28 rated 4★, and 4 rated 3★, with no ratings below 3★.

Developed an exceptionally efficient workflow to manage 80-100 projects monthly for 11 consecutive months, maintaining a perfect on-time delivery record and a 5-star average rating.

Thrived in a highly competitive environment by leveraging expert design and communication skills, a deep understanding of brand strategy and customer needs, along with excellent problem-solving, conflict resolution, and time management abilities.

Freelance 2008 - PRESENT

Multidisciplinary Designer & Brand Strategist

Provided comprehensive design and branding solutions for a diverse range of clients, integrating strategic thinking with creative execution to drive business growth.

Developed brand identities, visual assets, and marketing materials tailored to client needs across various industries, demonstrating adaptability and a deep understanding of market trends.

Leveraged expertise in visual design, brand strategy, and motion graphics to deliver impactful and cohesive creative solutions.

Managed multiple projects simultaneously, showcasing strong time management and communication skills to ensure client satisfaction and timely delivery.

TREND Publishing House 2011 - PRESENT

Lead Designer & Project Collaborator

Scouted at age 15 and appointed as Lead Designer during the summers of 2012 and 2013, contributing to the design of children's book covers, illustrations, marketing materials, and layout designs.

Maintained a project-based collaboration over a decade, consistently delivering high-quality visual content that supported the publishing house's branding and marketing efforts.

Skills

Visual Design
Brand Identity
Brand Strategy
Brand Storytelling
Motion Graphics
UI/UX Knowledge
Digital Product Design
Marketing Design
Campaign Development
Creative Problem-Solving
Strategic Thinking
Illustration

Software

Photoshop
Illustrator
InDesign
After Effects
Premier
Adobe XD
Lightroom
Figma
Canva
Cinema 4D
Wordpress
Procreate

Education


2015 - 2018

Bachelor's Degree
Graphic Design
Huddersfield University, UK

2011 - 2015

High School Diploma
Art & Architecture
Dinu Lipatti, Romania

Contact

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MetaBeasts 2020 - 2022

Lead Designer, Brand Strategist & Creative Director

Initially contracted to design a distinctive Web3-focused card border for MetaBeasts, a two-season NFT trading card game, which became the foundation of the project's visual identity.

Promoted to Creative Director and became a key member of the core team, taking ownership of the brand's creative direction and ensuring consistency across all visual assets and audience touchpoints.

Directed a comprehensive rebrand to align with the project's dark fantasy aesthetic, targeting Millennials with expendable income by leveraging nostalgia for classic trading card games.

Designed and delivered a wide range of assets, including trading card packages, banners, book covers, animated trailers, PC game UI, and marketing campaigns.

Created a launch trailer and periodic teasers that successfully built excitement for the project's debut on OpenSea, contributing to its strong reception and subsequent expansion into Season 2.

Collaborated closely with the founder and core team to integrate brand strategy into business decisions, ensuring all creative outputs aligned with audience expectations and project goals.

BlazingBoost 2020 - 2022

Visual Designer & Brand Consultant

Contracted to create compelling campaign banners, advertising materials, and website assets, enhancing BlazingBoost's visual presence and marketing effectiveness.

Developed a new visual style for their assets, ensuring consistency across all platforms and aligning with the brand's strategic goals.

Collaborated closely with the marketing team to integrate design solutions that effectively communicated brand messages and engaged target audiences.

Delivered high-quality visual content under tight deadlines, demonstrating strong project management and creative problem-solving skills.

Avangard Media 2014 - 2019

Lead Designer & Brand Strategist

Built and developed commercial brand identities for over 30 established businesses across Romania, ensuring impactful and cohesive visual communication.

Designed a wide range of marketing materials, including logos, advertising campaigns, and promotional assets, tailored to diverse industries.

Collaborated directly with clients to align creative solutions with business objectives, enhancing brand recognition and market presence.

Huddersfield's Student's Union 2016 - 2017

Graphic Designer

Selected as the sole designer from over 100 classmates to work part-time at the university's Student Union during studies.

Designed assets, posters, banners, and campaigns for both in-house university projects and external business collaborations.

Collaborated with a multidisciplinary team to deliver creative solutions for events and marketing initiatives.

